



# Thirty for 30k



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Hammersmith,  
Fulham, Ealing  
and Hounslow

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<b>3</b>	<b>Boroughs</b>
<b>30</b>	<b>Businesses</b>
<b>300</b>	<b>Days</b>
<b>30k</b>	<b>Conversations</b>
<b>300k</b>	<b>GBP</b>

[Register interest](#)







# Thirty for 30k

We are searching for 30 local businesses and community groups in each borough of Hammersmith, Fulham, Ealing and Hounslow to join in the fight for mental health and help drive the conversation while raising vital funds.

**Join us in a 300-day campaign aimed at getting 30K people talking about mental health and raising £300K for HFEH Mind.**

Align your business with an incredible campaign, a great cause, and a reputable charity, and help make a positive difference in your community.

## Pull up a seat

-  Register interest and commitments
-  Select at least 1 option from both the Primary and Secondary Challenge Options or check out our available Sponsorship opportunities
-  Download our digital tool kit
-  Book in your events and activations
-  Kick start the mental health conversations with your colleagues, customers and clients
-  Help raise vital awareness and funds to fight for mental health








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# The Community Benefits

Together we will get Children, Young People and Adults talking about mental health! We can all contribute to destigmatising the topic while increasing awareness of available services in our area and raising vital funds.

## Our communities will benefit from:

-  Increased general awareness and destigmatisation of mental health for children, young people and adults
-  Increased signposting of relevant support and services available
-  Feedback on how to improve existing services and what local services are missing or required
-  Improved services in your area
-  More locally relevant services in your area

Your involvement will directly lead to improved services in our area with the vital funds we raise allowing us to create the tailored services our different communities desperately need.



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# What you get in Return

## Community

- Take your place as a leader in the community and join like minded businesses and groups who have already joined the fight for mental health and aligned with this extremely topical and vital cause.
- Benefit from cross promotion of communities and services.
- Give back to your community and patrons.
- Networking events and access to mental health seminars

## Content

- Be featured in hours of locally relevant casual and curated social media content supporting the campaign and feature on articles in local media outlets
- Be a voice for mental health and help shape future services
- Benefit from increased social media engagement and sentiment

## Campaign Management

- Full support from dedicated HFEH Staff and volunteers who will help bring the campaign to life while helping to capture all the incredible stories from across the Triborough and beyond.



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Primary Options

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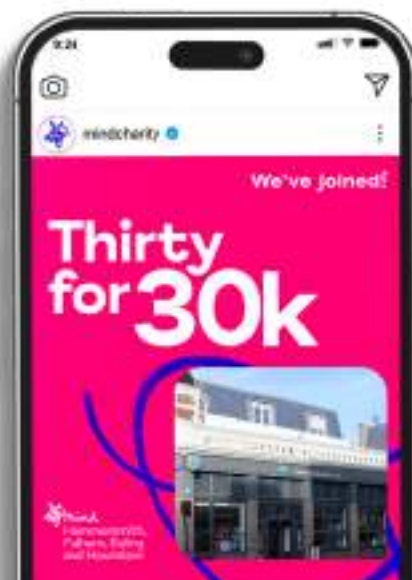
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## Campaign Support

### Like, Share and a Comment

- Simply back our campaign and the message to talk about your mental health
- Partner with us and help share vital messaging supporting the fight for mental health and signposting to services
- Help end the stigma
- Get people talking
- Commit to regular social media support



# Donation Stations

## Card Reader Stations

- Host a HFEH Mind card reader donation station in your venue
- Branded Stand with Card Reader set up to take small donations
- Placed by till, reception, impulse purchase location, or by dedicated mental wellbeing seat/table/area.
- Or integrate donation mechanism into your existing POS system





# Bill Round Up



## Gather round

- Adopt a Bill Round Up option when customers check out on your POS
  - Customers can round up their bill to the nearest pound or add on a specified amount before payment.
- Signposting
  - Hand out business cards with the bill containing tips on ‘how to speak about mental health’, combined with leave me a review on google/trip advisor or social follow message, and donation information



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# Drink or Dish Rev Share

## Mind the Latte

- Nominate or rename a Drink/Dish/Meal Deal for Revenue Share
  - Dedicate a % from one of your drinks, dishes, meals, deals over the campaign period
- Co-Produce a Dish/Drink/Meal Deal with one of our Ambassadors or Influencers



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# Dedicated Events

## Host with the Most

- Host a dedicated 30 for 30K mental health fundraising event on or off site
- Drive participation and or ticket sales
- Host dedicated days with our mental health professionals to help your customers or staff talk about their mental health
- Host our 360 Photobooth for the day and bring your event to life
  - N.B. Small donation guarantee applicable for 360 Booth usage.



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# Donations

## Do we still take cheques?

- Simply donate some money to HFEH Mind so we can continue our vital work in our community 😊
- We'll feature you in our 30 for 30K Tri-Borough Challenge
- Then simply support the social media campaign content



[Register interest](#)

# Salary Sacrifice

## The Gift of Giving with Tax Benefits

- Enroll employees on salary sacrifice scheme and help them save lives by donating to us and saving a little money in taxes too!



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# Well At Work

## Peace of Mind for Management and Staff

- Consultancy support
  - Wherever you are on your workplace wellbeing journey, we can support you in driving organisational change.
- Training programmes
  - Our expert team of trainers can work with you to upskill your employees at all levels, from junior staff to senior managers.
- Visit [WellAtWork.org.uk](http://WellAtWork.org.uk)



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**Secondary Options**

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# RAK Giveaway Gifts

## The Gift of Giving - Viral Social Media Stunt

- Our Young Voice Panel will champion Random Acts of Kindness to the unassuming general public in the form of tangible giveaways from 30 for 30K partners
  - Supply 10 gifts for use in our monthly viral 30 for 30K Young Voice giveaway to be used over the 300 day period
- Gifts need to be fully complementary and can be either items or services
  - i.e. 1 free coffee, 1 free workout, 1 free t-shirt, free experience for 2, etc.
  - N.B Cannot be a discounted offer/item

A photograph of a person's hands holding a wrapped gift box. The person is wearing a bright yellow sweater. The gift box is wrapped in purple paper with white polka dots and has a white ribbon tied in a bow.

[Register interest](#)

# Story Telling

## Interviews

- Share your stories with us and help destigmatize Mental Health
- We will interview you and create thoughtful and engaging content



## Podcast

- Be a guest on our Podcast
- Join our Podcast and share your story with our Young Voice Advisors
- Champion talking about Mental Health

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# Fundraising

## Now Let's Have Some Fun

- Help us fundraise by supporting key campaign awareness windows by hosting:
  - Bake sales
  - Flash & clearance sales
  - Quizzes
  - Events
  - Workshops
  - Fun Runs/Walks
  - Marathons, Swimathons
  - Skydiving, abseiling, Cycling



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# Challenge Events

## Hop, Skip and a Jump

- Help us fundraise by taking on an incredible challenge event!
- Sign up as an individual or a team and we'll help secure your places whatever it takes...
- Think along the lines of...
  - Half/Marathons, Ultramarathons
  - Swimathons
  - Skydiving
  - Abseiling
  - Cycling



If you can think of it we'll be with you all the way and help secure your spot

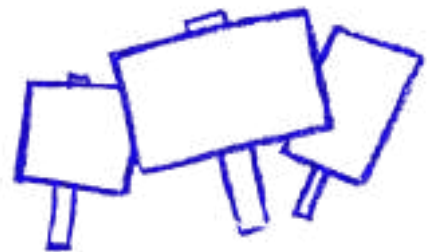
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## Ad Inventory

### Wall Space

- Do you have space for a poster or flyer?
- Do you have any screens we could borrow 15 seconds air-time from?
- Space in your Window for our Campaign decals?
- Are you reprinting your menus and got a little space for us?
- Support our campaign and strengthen your message with our brand



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# Venue Space

## A room with a view

- Would you be willing to host some of our projects and events in your space free of charge
- Allow us to use your space for curated content creation
- Host workshops or community outreach sessions



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# Volunteering

## Oh, to give up one's time

- Come and volunteer for us as we have loads of projects, initiatives and events to get involved with:
- Dedicated 30 for 30K monthly project
- Painting and Decorating
- Staffing our 360 Photobooth
- Flyering and Postering
- Cheer Stations
- Gala Dinner and Auction



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# Sponsorship Packages

## Sponsor our Gala Dinner and Live Auction

- Gold Sponsorship Package x 1 - £10K
- Silver Sponsorship Package x 2 £2.5K
- Bronze Sponsorship Package x 3 - £1K

Please contact [marketing@](mailto:marketing@) for more information



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## 360 Photobooth Hire

### Rent our 360 Photobooth

Use our 360 Photobooth for your event or fundraiser in West London

Min fundraising target or donation applies

Please contact [marketing@hfehmind.org.uk](mailto:marketing@hfehmind.org.uk) for more information



[Register interest](#)



# Get In Touch

## Contact us now to join 30 for 30K

- To sign up for 30 for 30K simply
  - [Visit our website](#)
  - [Email Us](#)



[Register interest](#)

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**Charity** ['tʃærə  
generous actio

**Thank you!**

# **Thirty for 30k**

**Come join in the fight for mental health!**



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